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Introducing
CLUB BENSON & HEDGES
"WHEEL OF PRIZES"

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CLUB BENSON & HEDGES
"WHEEL OF PRIZES"

...an additional element that will truly enhance Benson & Hedges' participation at Black expos...

Especially Prepared for:
J. YVETTE ROBINSON

April 28, 1996

RIGHT COMMUNICATIONS
P.O. BOX 12100
San Francisco, CA 94112
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CLUB BENSON & HEDGES "WHEEL OF PRIZES"

OVERVIEW

From what I have observed and learned from the three Expos I have attended (Indiana Black Expo, and Richmond, VA Black Expo in 1995, and Atlanta, GA Black Expo in 1996), I recommend a different approach for future participation in Black Expos. This new approach should be first tested this year at the New York Black Expo U.S.A., June 14-16.

The cost of setting up a Club Benson & Hedges "Wheel of Prizes" would be approximately $2,500 in addition to the current budget allocated for the New York Black Expo (note: the cost includes the purchase of the Wheel).

SITUATION ANALYSIS

Benson & Hedges' participation in Black Expos has consistently not attracted enough adult smokers to make Benson & Hedges participation effective.

Simply put, as it is now the Benson & Hedges booth at Black Expos does very little in motivating adult smokers to visit it.

RECOMMENDATION

I recommend that Benson & Hedges' participation at Black Expos be enhanced to a level where it is competitive with, and as exciting as, other national corporations participating in the event.

This will be accomplished by creating a motivator which encourages adult smokers to visit the Benson & Hedges booth at Black Expos. This motivator will excite the adult smoker *before* they get to the booth and keep them excited once they get there. Our goal is nothing less than to make the Benson & Hedges booth *the excitement* of expos.

This motivator will be the **Club Benson & Hedges "Wheel of Prizes."** Club Benson & Hedges "Wheel of Prizes" will be uniquely designed to ensure it delivers the maximum amount of excitement and will be located in the Benson & Hedges booth. The key to the success of the "Wheel of Prizes" will be the prizes offered on the Wheel. Only those prizes that have been studied, analyzed and proven to excite the target demographics will be selected and offered on the Wheel.

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RATIONALE

1. United States Gaming industry statistics indicate that urban/ethnic consumers provide over 80% of the industry's revenue. This overwhelming statistic proves urban/ethnic consumers enjoy, and are motivated to participate in games of chance.

2. The number one objective of urban/ethnic consumers who attend expos and trade shows is to receive something of value for free or at a discounted price. For example, booths at expos which distribute free samples of products such as deodorant, toothpaste, shaving cream, hair care products, cereal and other much-desired products, consistently attract large numbers of attendees. The Wheel of Prizes affords Benson & Hedges the same opportunity by offering adult smokers a chance to win something of value.

3. Items that are appropriate for prizes can be taken from the existing Community Marketing materials inventory. The following items are suggested to be used from that inventory:
   - Luggage
   - Flashlights
   - Light Pens
   - Jogging Suits
   - Fanny Packs
   - Nylon Jackets
   - T-shirts
   - Walkman Holders
   - Lighters

ALTERNATIVES CONSIDERED

Gift with Pack Sale purchase is currently being used but it has only been effective in attracting small numbers.

IMPLEMENTATION

1. *Wheel of Prizes* —A customized, 42 inch (3 1/2 feet across) wheel will be purchased and will bear the Club Benson & Hedges logo. The Wheel will be bright and colorful and will make a clicking noise when it spins.

2. *Wall of Prizes* —Shelves on the back wall of the booth will display the prizes that are available to win on the Wheel. Prizes will be displayed and organized in a very visual way. Each prize displayed on the wall will have a box with number(s) under them that correspond to numbers on the Wheel.

3. *The Drawing Boxes* (2)—Twelve inches square, colorful with the Club Benson & Hedges logo on all sides.

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4. *Public Address (P.A.) System* —In order to attract even more attention, the booth will be equipped with a P.A. system to announce the game and winners.

5. *Space*—The current booth space that is already contracted for the expos will be revamped to accommodate the Wheel and the display of prizes.

6. *Staffing* —Two of the surveyors contracted by Phoenix Marketing will be utilized to manage the Wheel. Additionally, Right Communications will oversee the execution of the game. Does this mean additional on-site staffing?

How the Wheel and Prize Giveaways Will Work

1. When an attendee approaches the booth, a surveyor will verify that the person is over 21 year of age and is a smoker (see surveyor's manual).
2. Once it is verified that the person is a smoker and over 21 years old they are given a survey card to fill out. The adult smoker is told, by filling out the survey card they will receive a lighter and will automatically qualify for the next top-of-the-hour drawing when 10 surveyor cards of adult smokers will be drawn for a chance to spin the Club Benson & Hedges "Wheel of Prizes." The consumer must return to the booth and *must be present* at the top *of that hour* to find out if their card is drawn.
3. All survey cards that are filled out during each specific hour go into that specific hour's drawing box. For example, if an adult smoker fills out a survey card at 10:20 a.m., that smoker's survey card and all others who filled out a survey card between 10:00 and 10:55 a.m. and return to the booth by 11:00 a.m. will have a chance for their card to be drawn at the 11:00 a.m. drawing
4. In order to keep consumers at the booth (to keep the excitement and noise level up) even if their name is not one of the first 10 drawn, there will be an 11th survey card drawn at the end of the 10th spinner's spin.
5. At 55 minutes before each hour, the "Wheel of Prizes" Master of Ceremonies will announce over the P.A. that "The ~~Club Benson & Hedges~~ Wheel of Prizes' next drawing is in five minutes" (or something to that effect).
6. At the top of the hour, the MC begins to talk to the consumers gathered at the booth (scripted small talk, introduction). One of the surveyors then presents the MC with the box containing the survey cards collected during that hour. The MC pulls out 10 cards, announcing each name after each card. If a card is drawn and that consumer is not present they forfeit their chance to spin the Wheel. The MC will proceed to draw enough survey cards until 10 people are present to spin the Wheel.

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7. Before the 10th card is drawn, the MC will announce that an 11th bonus name will be drawn from the "master box" after the 10th spinner. The master draw box holds all the survey cards filled out by consumers that day, regardless of the hour, thus motivating all adult smokers to come back to the booth in hopes of being the 11th person to take their spin on the Wheel.
8. The first spinner steps up to the Wheel (the entire time the MC is making small talk to the spinners and to the crowd gathered) and takes his/her spin.
9. The Wheel stops on one of the 27 numbers on the Wheel. The number corresponds with a prize displayed on the wall with a number(s) under it. Note: some of the smaller prizes will have more than one number under them. For example, the Fanny Pack display will have the numbers 03, 08, 14, and 20 under it. Anyone who lands on one of those four numbers wins a Fanny Pack. The more expensive prizes will only have only one number. For example, if a person spins and lands on 00 which is under the $100 bill displayed that person wins a new Franklin $100 bill. Note: the probability of a person winning a $100 bill, luggage, jogging suit or jacket is one out of 27.
10. To generate additional excitement, the MC will announce over the P.A. system all prizes won that are $25 or more in value.
11. After the 11th spin, the MC will thank all the participants and well wishers and tell them they will have another chance at the top of the next hour to be picked in the bonus draw for the 11th spin.
12. After the spin is over (it is estimated that the entire draw/spin process will take 15 minutes) the MC and assistant will spend time until the top of the hour readying the booth for the next hour's draw (restocking wall of prizes, straightening up the booth, cleaning up litter, making sure all survey cards are kept track of, etc.). In addition, to fill the time between the end of the spins and the top of the new hour, any adult smoker who purchases four or more packs of Benson & Hedges, automatically gets to spin the Wheel at that moment.

Please note: Surveyors can point out to the consumers in their conservation with them that the odds of a consumer getting a chance to spin the wheel for a prize are pretty good since they are only competing against those who filled out survey cards during that specific hour.

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ROUGH FRONT VIEW OF PROPOSED CLUB BENSON & HEDGES EXPO BOOTH

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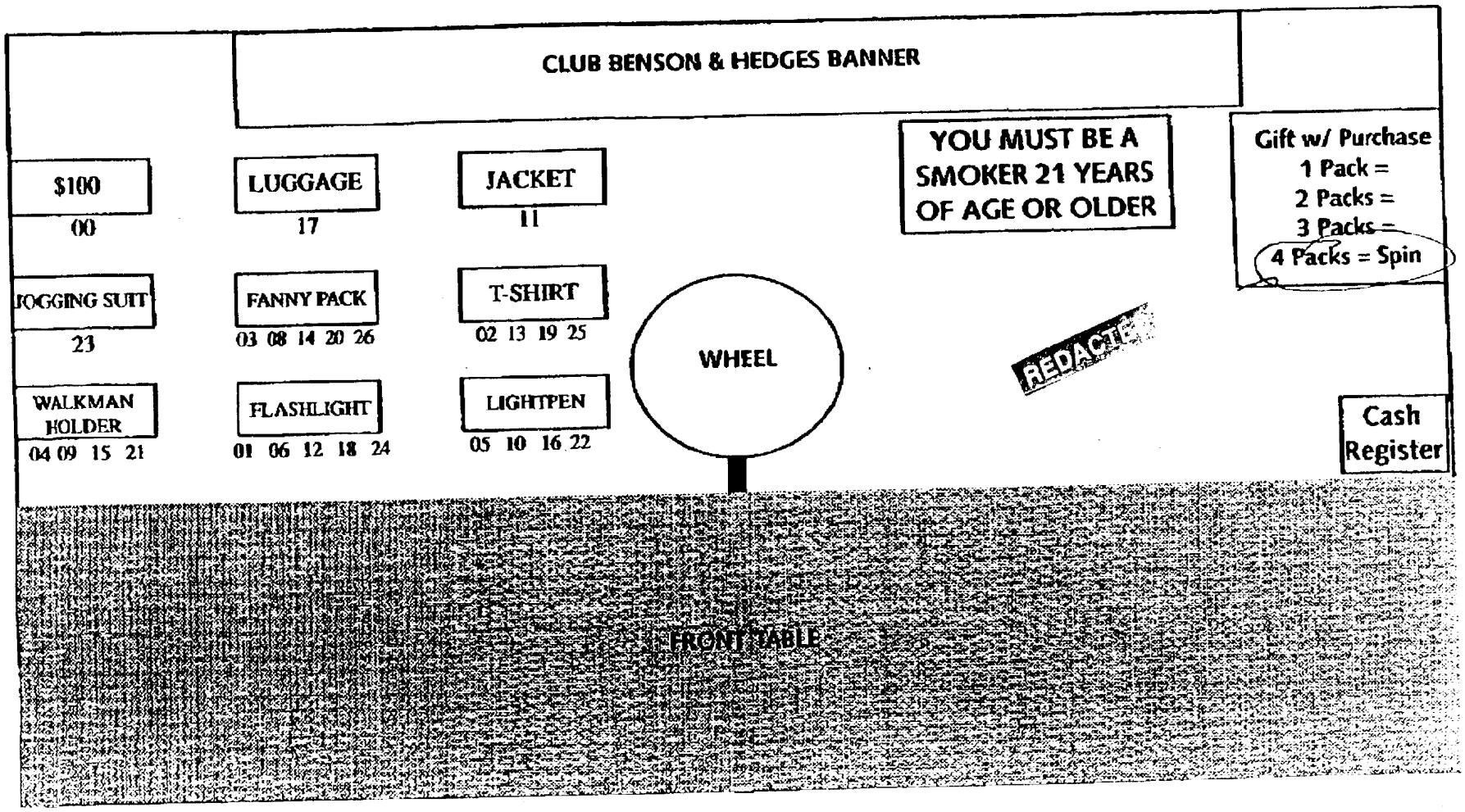

Total Booth Area: 20' wide x 10.5' deep x 8 tall

Diagram Scale: 10" = 20'

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